



USAID | **PHILIPPINES**
FROM THE AMERICAN PEOPLE

PRESS CLIPPINGS

Office of Program Resources Management

(632) 552-9907

Saturday, May 3, 2008

“USAID/Philippines does not vouch for the accuracy or the opinions of the articles provided in this press clipping service and assumes no responsibility for their content. Please contact USAID/Philippines at infoph@usaid.gov if you have any questions about USAID programs and projects.”

NEWS HEADLINES

RADIOHEAD NEEDS YOU

Rock legend Radiohead has partnered with the MTV EXIT Campaign to produce an awesome music video for their song *All I Need*.

EXIT stands for “End Exploitation and Trafficking.” It’s an initiative of MTV in partnership with the United States Agency for International Development (USAID).

Radiohead frontman Thom Yorke says, “(The video) is a powerful piece and I hope that the emotion of the song will jump out at people in the context of these images of exploitation.”

Filmed by Oscar-winning cinematographer John Seale (*The English Patient*, *Cold Mountain*), and award-winning director Steve Rogers, it provides insight into the realities of trafficking.

Shown in split screen, one side of the video depicts a day in the life of a young child from a developed area, while the other shows a day in the life of a child being forced to work in a sweatshop.

MTV vice chairman Bill Roedy explains, “Trafficking is a crime which violates the basic rights of its victims: the rights to freedom, equality, and dignity.”

USAID’s Olivier Carduner says, “Together, Radiohead and MTV are helping to raise awareness about the need to stop this form of modern-day slavery.”

Supreme supports the initiative against human trafficking. Please see our website to learn how you can help. And go to <http://supreme.ph> now to download Radiohead’s *All I Need* video for free. — Pepe Diokno

Go to <http://supreme.ph> to get *All I Need*

(Source: Philippine Star, 5/3/08, page G1)